

## OVERVIEW

Insteo is a fully cloud based Digital Signage company. Unless we are creating a very custom offline project for you (which you'll know because of the cost!) we use Cloud Services to keep budgets low. This means your sign needs always-on internet access in order to function correctly. Just like watching your favorite shows on Netflix, you should be "plugged in" to watch. If this will be a problem, let us know now. Offline projects impact budget, content and workflow.




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### Why Cloud Based?

*The most important reason is price - our clients benefit from cost savings of cloud based content for their signage.*

*Insteo is a leader in HTML5 Digital Signage content design and programming. We have been working with HTML on Digital Signage since 2007, and have always known it's the best way to deliver easily editable content at the best project budgets. The world has gone fully HTML5, and we're all benefiting from it with low cost content in our daily lives - like low cost streaming music and tv services, cloud backups and more.*

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### What's Editable?

*Instead of having a Digital Menu that's just an image or video created in a graphics program, our menus and other templates are editable. You can change the price of just the Fish Sandwich from any web browser in the world without special graphics software. This is because the menu is an "App" with data providing the price and item information. We use this model for everything from Lobby Directories, Wayfinding, Menus and more.*

*This means you can change any text on your screen in seconds without a graphic designer or programmer.*

*This is what we deliver by being Cloud Based.*

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### What happens if my network goes down?

*We strongly recommend you have a decent internet connection so you don't have to worry, but our Apps do have content caching and can survive most outages. If your network is lousy, it's best to bring out an IT consultant to improve your networking for a better presentation. We use a lot less bandwidth than a service like Netflix, but still need an always on connection to function correctly.*

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### Offline?

*We can develop offline content for situations where Cloud Based signage isn't a good fit. These are typically custom projects and require custom quotes. These also are typically higher budget projects.*

*All of our standard Templates require a good internet connection to function. Our Cloud Based templates and content are used around the world without issues.*

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